

APPLICATION OF CONTEMPORARY MILITARY PRINTS FOR WOMEN'S WEAR *KURTI*

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ABSTRACT

Clothing serves many purposes: it can serve as protection from the elements and can enhance safety during hazardous activities such as hiking and cooking. It protects the wearer from rough surfaces, rash-causing plants, insect bites, splinters, thorns and prickles by providing a barrier between the skin and the environment⁵. The aim of the study was to construct different styles of women kurti's with various colours of military prints. The idea was to use army prints in such a way that women of all age group finds it comfortable. The fabric used for this project was an army printed poplin and crepe. Market survey was done amongst a group of 100 women to check the acceptance. The result was positive as respondents were looking for a change in casual wear kurtis.

KEYWORDS: Army Print, Camouflage, Kurti

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INTRODUCTION

Clothes can insulate against cold or hot conditions. Further, they can give a hygienic barrier, keeping infectious and toxic materials away from the body. Clothing also provides protection from harmful UV radiation. Clothing performs a range of social and cultural functions, such as individual, occupational and sexual differentiation, and social status³. Various designs of women's *kurtis* with different styles, motifs and prints were available in market but none of the *kurtis* was found in army print. Mostly army prints are used for men's wear like jackets, trousers, caps, bags. The main colours available in military prints were beige, parrot green, red, dark blue, light blue, orange, bottle green, pink and the original military green colour¹. As the original camouflage is banned in civil wears so the different variety and colours were used in this study to popularize army prints in women's wear.

METHODOLOGY

The study was conducted in three phase- market survey was executed in first phase to know the new trends in *kurtis*. In second phase selection of fabric, designing and construction of *kurti*'s as well as cost sheet was made. In third phase, a questionnaire was constructed and distributed to people to know their opinion on army print *kurtis*.

Selection of Designing

Various mood board, inspiration board and colour boards were made to give a gist of the prints and the colours (plate: 1, 2 and 3).



Plate 1: Mood board



Plate 2: Inspiration board



Plate 3: Colour Board

Selection of Category

Kurti's were designed for casual wear and had simple silhouettes like a-line, high low and waist coat. The *kurtis* were constructed in a way that can be worn on the daily basis considering the fit, fabric, colour and comfort.

Table 1: Selected *kurti*'s with Their Style for Construction

| Category | Set | Styles |
|-------------|------|------------|
| Casual wear | Set1 | A-line |
| | Set2 | High low |
| | Set3 | Waist coat |

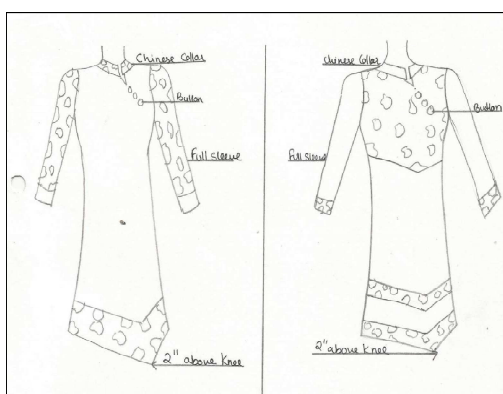


Figure 1: Casual Wear- A-Line

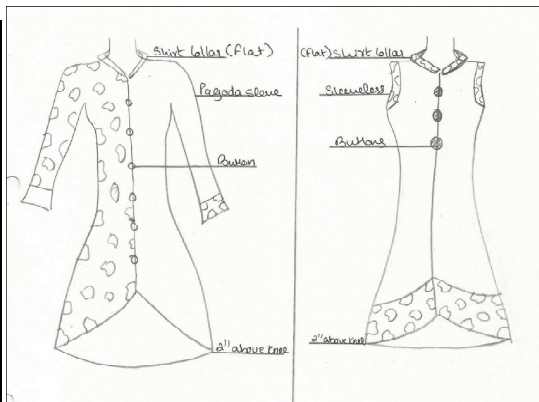


Figure 2: Casual Wear- High Low



Figure 3: Casual Wear- Waist Coat

Selection of Fabric

The fabrics used to construct the kurti's were selected from commercial street, Bangalore. Various colours of army prints were available but only three different colours were selected for construction of kurtis.



Plate 4: Selected Different Military Prints for Construction

Table 2: Draft of Basic Bodice

| Points of Measurement | Measurements in Inches |
|-----------------------|------------------------|
| Bust | 36 |
| Hip | 36 |
| Waist | 26 |
| Centre length-front | 14 |
| Back | 17 |
| Full length-front | 17 |
| Back | 17 |

| Table 2: Contd., | |
|-----------------------|--------|
| Shoulder slope-front | 16 |
| Back | 16 |
| Side length | 8 3/8 |
| Back neck | 2 7/8 |
| Shoulder length | 5 3/16 |
| Across shoulder-front | 7 3/8 |
| Back | 7 1/2 |
| Across chest | 6 1/4 |
| Across bust | 6 1/8 |
| Bust arc | 9 1/2 |
| Back arc | 8 3/4 |
| Waist arc-front | 6 1/2 |
| Back | 6 |

RESULTS AND DISCUSSIONS

The result and discussion has been classified under subheads:

- To design and construct women's *kurti* using army prints fabric with different styles.
- To access and evaluate the acceptance of army prints on women's *kurti's* purposely sampling method was adopted for selection of respondents. Opinion was taken from 100 women of the age group between 20 to 30 years. It was kept in mind while distributing questionnaire to respondents that they should give their opinion voluntarily. The evaluation was done with a help of a questionnaire consisting of questions about the design, prints, fabric.

Table 3: Cost Sheet

| Description of Material | Cost of Materials in Rs | Consumption | Cost Per Garment in Rs |
|-------------------------|-------------------------|-------------|------------------------|
| Poplin | 150/meter | 2 meters | 300 |
| Crepe | 100/meter | 2 meters | 200 |
| Thread | 4/Spools | 2 Spools | 8.00 |
| Labour Charge | | | 800 |
| Profit | | | 50 |
| Total | | | 1311 |



Plate: 5 Constructed Army Print Kurti in A Line

$$\text{Profit} = 1311 \times 50/100 = 655.5 \text{ Cost} = 1311 + 655.5 = 1966.5\text{rs}$$

Table 4: Cost Sheet

| Poplin | 150/Meter | 2 Meters | 300 |
|---------------|-----------|----------|-------------|
| Crepe | 100/Meter | 2 Meters | 200 |
| Thread | 4/Spools | 2 Spools | 8.00 |
| Cloth buttons | 20 | 10 | 10.00 |
| Labour charge | | | 800 |
| Profit | | | 50 |
| Total | | | 1318 |

**Plate 6: Constructed Army Print Kurti in High-Low Style**

$$\text{Profit} = 1318 \times 50/100 = 659, \text{ Cost} = 1318 + 659 = 1977\text{rs}$$

Table 5: Cost Sheet

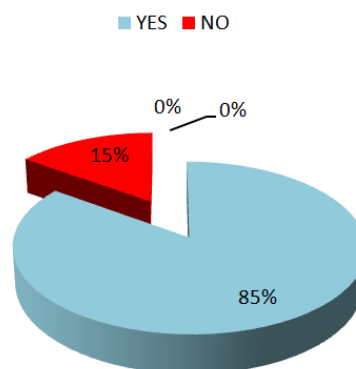
| Description of the Material | Cost of Materials in Rupees | Consumption | Cost Per Garment in Rupees |
|-----------------------------|-----------------------------|-------------|----------------------------|
| Poplin | 150/Meter | 2 Meters | 300 |
| Crepe | 100/Meter | 2 Meters | 200 |
| Thread | 4/Spools | 2 Spools | 8.00 |
| Labour charge | | | 800 |
| Profit | | | 50 |
| Total | | | 1308 |

$$\text{Profit} = 1308 \times 50/100 = 654, \text{ Cost} = 1308 + 654 = 1962\text{rs}$$



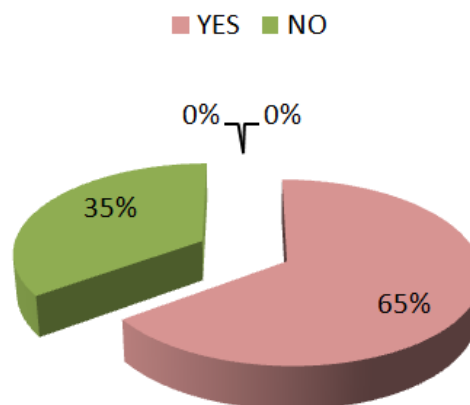
Plate: 7 Constructed Army Print Kurti in Waist Coat Style

To Access and Evaluate the Acceptance of Army Prints Kurti's



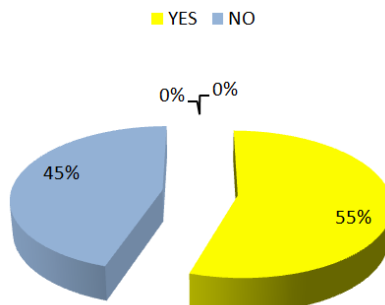
Graph 1: Are You Aware of Army Print?

It can be noted that 85% of the women were aware of the army prints whereas the other 15% didn't exactly know about the army camouflage.



Graph 2: Do you like the Idea of Military Prints in Women's Kurti

It can be observed that majority of the women were impressed with idea of army prints on women's *kurti*. A total 65% of women really liked the idea and were satisfied with the prints whereas the other 35% were not completely satisfied.



Graph 3: Would you like to Purchase these *Kurti*'s

According to the survey 55% of the women were ready to purchase the *kurti* whereas the other 45% of them were much satisfied with the *kurti* according to their need.

CONCLUSIONS

Women clothing always need a constant change in design, style and colour. The use of military prints for women's *kurti* was proved very successful as more than 55% of women said that they would like to buy the *kurti*'s. Army prints in women's *kurti* has set a new dimension and created a scope for experimentation as respondents expressed further desire to see more apparel in army prints. All the designs and concept was very much appreciated and accepted.

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